

YO9-99-390
Amendment dated 9/25/2003

09/407,434

00280573aa
Reply to office action mailed 06/25/2003

The following is a complete listing of all claims in the application, with an indication of the status of each:

Listing of claims:

- 20/11
- 1 1. (currently amended) A computer assisted on-line negotiation method
- 2 comprising the steps of:
- 3 generating off-line by an on-line e-commerce site static customer
- 4 profiles based on past history that the site has about various customers,
- 5 including multiple value attributes;
- 6 assigning by the on-line e-commerce site a static customer profile to a
- 7 new customer visiting the on-line e-commerce site, the initial assignment to a
- 8 profile being based on said static customer profiles and whatever information
- 9 is available about the customer at the time of assignment;
- 10 ~~capturing by the customer at a customer computer interface the on-line~~
- 11 ~~e-commerce site's actions;~~
- 12 ~~formulating by the customer at said customer-computer interface a~~
- 13 ~~profile of the on-line e-commerce site based on past history that the customer~~
- 14 ~~computer interface has about various sites, including multiple value attributes,~~
- 15 and updating the profile based on said captured actions;
- 16 ~~negotiating by the on-line e-commerce site with the customer computer~~
- 17 ~~interface based on a dynamically changing profile of the customer;~~
- 18 ~~negotiating by the customer via said customer computer interface with~~
- 19 ~~the on-line e-commerce site based on a dynamically changing profile of the~~
- 20 site;
- 21 changing by the on-line e-commerce site the customer's static profile
- 22 during negotiations based on an observed behavior of the customer via the

YO9-99-390
Amendment dated 9/25/2003

09/407,434

00280573aa
Reply to office action mailed 06/25/2003

23 customer computer interface, said static profile thereby being dynamic during
24 said negotiations; and

25 ~~changing by the customer computer interface the on-line e-commerce~~
26 ~~site's static profile during negotiations based on an observed behavior of the~~
27 ~~on-line e-commerce site, said static profile thereby being dynamic during said~~
28 ~~negotiations,~~

29 ~~wherein said customer profiles are comprised of computer stored~~
30 ~~information usable to the advantage of the e-commerce site in said on-line~~
31 ~~negotiation with customers and said e-commerce site profiles are comprised of~~
32 ~~computer stored information usable to the advantage of the customer in said~~
33 ~~on-line negotiation.~~

1 ¹² 2. (currently amended) The computer assisted on-line negotiation method
2 recited in claim 1, further comprising the step of updating by the on-line site
3 past history information based on the negotiations with the customer, said
4 customer using said customer computer interface in the negotiations.

1 ¹³ 3. (original) The computer assisted on-line negotiation method recited in
2 claim 2, wherein the attributes included in the past history information include
3 non-quantitative information.

1 ¹⁴ 4. (original) The computer assisted on-line negotiation method recited in
2 claim 3, wherein the non-quantitative information includes season and time of
3 day.

1 ¹⁵ 5. (previously presented) The computer assisted on-line negotiation method
2 recited in claim 1, further comprising the steps of:

YO9-99-390
Amendment dated 9/25/2003

09/407,434

00280573aa
Reply to office action mailed 06/25/2003

3 capturing by the on-line e-commerce site direct interactions by the
4 customer with the on-line e-commerce site, said direct interactions including
5 the customer's "click-through stream"; and
6 analyzing said direct interactions with the on-line e-commerce site to
7 update the customer's dynamic profile.

1 ~~10~~ 6. (original) The computer assisted on-line negotiation method recited in
2 claim 5, wherein the other direct interaction includes the customer's voice and
3 physical actions.

1 7. (cancelled)

Q1
1 ~~10~~ 17/8. (currently amended) The computer assisted on-line negotiation method
2 recited in claim 1, further comprising the steps of:
3 storing ~~by the customer~~ at said customer computer interface a
4 formulated profile of the on-line e-commerce site in a database of on-line e-
5 commerce site profiles; and
6 accessing the on-line e-commerce site from the database by the
7 customer using said customer computer interface to begin negotiations with
8 the on-line e-commerce site.

1 ~~10~~ 13/9. (currently amended) The computer assisted on-line negotiation method
2 recited in claim 8, further comprising the step of dynamically modifying by
3 the customer computer interface the on-line e-commerce site's profile during
4 negotiations with the on-line e-commerce site based on actions by the on-line
5 e-commerce site.

YO9-99-390
Amendment dated 9/25/2003

09/407,434

00280573aa
Reply to office action mailed 06/25/2003

1 19/ 10. (previously presented) The computer assisted on-line negotiation method
2 recited in claim 9, wherein actions by the on-line e-commerce site on which
3 the site's profile is dynamically modified include offering of terms, said terms
4 including prices of items for sale, packaged deals and bonuses.

1 11. (new) A computer implemented decision support system for on-line
2 negotiation, comprising:

3 first computer code for generating off-line by an on-line e-commerce
4 site static customer profiles based on past history that the site has about
5 various customers, including multiple value attributes;

6 second computer code for assigning by the on-line e-commerce site a
7 static customer profile to a new customer visiting the on-line e-commerce site,
8 the initial assignment to a profile being based on said static customer profiles
9 and whatever information is available about the customer at the time of
10 assignment;

11 third computer code for capturing at a customer computer interface the
12 on-line e-commerce site's actions;

13 fourth computer code for formulating at said customer computer
14 interface a profile of the on-line e-commerce site based on past history that the
15 customer computer interface has about various sites, including multiple value
16 attributes, and updating the profile based on said captured actions;

17 fifth computer code for negotiating by the on-line e-commerce site
18 with the customer computer interface based on a dynamically changing profile
19 of the customer;

20 sixth computer code for negotiating by the customer via said customer
21 computer interface with the on-line e-commerce site based on a dynamically
22 changing profile of the site;

YO9-99-390
Amendment dated 9/25/2003

09/407,434

00280573aa
Reply to office action mailed 06/25/2003

23 seventh computer code for changing by the on-line e-commerce site
24 the customer's static profile during negotiations based on an observed
25 behavior of the customer via the customer computer interface, said static
26 profile thereby being dynamic during said negotiations; and
27 eighth computer code for changing by the customer computer interface
28 the on-line e-commerce site's static profile during negotiations based on an
29 observed behavior of the on-line e-commerce site, said static profile thereby
30 being dynamic during said negotiations,
31 wherein said customer profiles are comprised of computer stored
32 information usable to the advantage of the e-commerce site in said on-line
33 negotiation with customers and said e-commerce site profiles are comprised of
34 computer stored information usable to the advantage of the customer in said
35 on-line negotiation.

1 12. (new) The computer implemented decision support system recited in
2 claim 11, further comprising ninth computer code for updating by the on-line
3 site past history information based on the negotiations with the customer, said
4 customer using said customer computer interface in the negotiations.

1 13. (new) The computer implemented decision support system recited in
2 claim 12, wherein the attributes included in the past history information
3 include non-quantitative information.

1 14. (new) The computer implemented decision support system recited in
2 claim 13, wherein the non-quantitative information includes season and time
3 of day.

YO9-99-390
Amendment dated 9/25/2003

09/407,434

00280573aa
Reply to office action mailed 06/25/2003

1 15. (new) The computer implemented decision support system recited in
2 claim 11, further comprising:
3 tenth computer code for capturing by the on-line e-commerce site
4 direct interactions by the customer with the on-line e-commerce site, said
5 direct interactions including the customer's "click-through stream"; and
6 eleventh computer code for analyzing said direct interactions with the
7 on-line e-commerce site to update the customer's dynamic profile.

1 16. (new) The computer implemented decision support system recited in
2 claim 15, wherein the other direct interaction includes the customer's voice
3 and physical actions.

A / 1 17. (new) The computer implemented decision support system recited in
2 claim 11, further comprising:
3 twelfth computer code for storing at said customer computer interface
4 a formulated profile of the on-line e-commerce site in a database of on-line e-
5 commerce site profiles; and
6 thirteenth computer code for accessing the on-line e-commerce site
7 from the database by the customer using said customer computer interface to
8 begin negotiations with the on-line e-commerce site.

1 18. (new) The computer implemented decision support system recited in
2 claim 17, further comprising fourteenth computer code for dynamically
3 modifying by the customer computer interface the on-line e-commerce site's
4 profile during negotiations with the on-line e-commerce site based on actions
5 by the on-line e-commerce site.

YO9-99-390
Amendment dated 9/25/2003

09/407,434

00280573aa
Reply to office action mailed 06/25/2003

1 19. (new) The computer implemented decision support system recited in
2 claim 18, wherein actions by the on-line e-commerce site on which the site's
3 profile is dynamically modified include offering of terms, said terms including
4 prices of items for sale, packaged deals and bonuses.

1 20. (new) A computer implemented decision support system for on-line
2 negotiation, comprising:

3 a merchant decision support system for an on-line e-commerce site,
4 said system further comprising computer code for

5 generating off-line static customer profiles based on past history that
6 the site has about various customers, including multiple value attributes,

7 assigning a static customer profile to a new customer visiting the on-
8 line e-commerce site, the initial assignment to a profile being based on said
9 static customer profiles and whatever information is available about the
10 customer at the time of assignment,

11 negotiating with a customer via a customer computer interface based
12 on a dynamically changing profile of the customer, and

13 changing the customer's static profile during negotiations based on an
14 observed behavior of the customer via the customer computer interface, said
15 static profile thereby being dynamic during said negotiations; and

16 a customer decision support system, said system further comprising
17 computer code for

18 capturing at the customer computer interface the on-line e-commerce
19 site's actions,

20 formulating a profile of the on-line e-commerce site based on past
21 history that the customer computer interface has about various sites, including
22 multiple value attributes, and updating the profile based on said captured
23 actions,

YO9-99-390

09/407,434

00280573aa

Amendment dated 9/25/2003

Reply to office action mailed 06/25/2003

24 negotiating by the customer via said customer computer interface with
25 the on-line e-commerce site based on a dynamically changing profile of the
26 site, and
27 changing the on-line e-commerce site's static profile during
28 negotiations based on an observed behavior of the on-line e-commerce site,
29 said static profile thereby being dynamic during said negotiations,
30 wherein said customer profiles are comprised of computer stored
31 information usable to the advantage of the merchant in said on-line
32 negotiation with customers and said e-commerce site profiles are comprised of
33 computer stored information usable to the advantage of the customer in said
34 on-line negotiation.


